

FOR THE SPRINGFIELD REPUBLICAN, Release Sun. a.m., March 18, 1951

WCSR

Northampton, Mass., March 17.....The first Intercollegiate Radio Conference in the east is being held this weekend (March 16-18) at Smith College, sponsored by the Smith College radio station, WCSR. Professional radio personnel have come from New York and Boston and points between to address the 74 delegates from 33 eastern colleges and universities and to lead group discussions.

"The Biggest Schoolhouse in the World" is the theme of the conference, which began Friday evening with the general meeting in the ballroom of Davis Student Center for a discussion on the purposes of the conference. After the meeting WCSR was host to all the delegates and guests at an open house at the radio station. Discussion groups were held in the Alumnae House Saturday morning and afternoon on the problems of college radio; its place on the campus, and its relation to the professional radio world.

The speakers who are in Northampton for the conference represent almost all fields of radio: Mrs. Doris Corwith, supervisor of talks in the education department of NBC; M. Amberjonois, chief of the French unit of Voice of America; Bernard Mullen, director of Public Relations and special programming, WTIC, Hartford; John McNamara, news editor of WBZ and WBZA, Boston; Steve Timmer, vice-president of the Gotham

(more)

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Redording Co.; Carl de Suze, WBZ and WBZA; Bernard Musnick of the
Crosley ~~Box~~ Broadcasting Co., and Bud Brandt, public relations director
of WNEW, New York.

Saturday afternoon the various
discussion groups met at the Alumnae House. Mr. Timmer led the technical
discussion group, Mr. Musnick, the advertising discussion group; Mr.
Brandt, the public relations and publicity; Mr. de Suze, the musical
discussion, and Mr. Mullen and Mr. McNamara the production and programming.

The ~~gix~~ highlight of the weekend was
the banquet held Saturday night at the Hotel Northampton for delegates
and guests at which Mrs. Corwith and M. Auberjonois spoke. The closing
session of the conference will be held in Davis Student Center this
~~hang~~ morning.

Included among the delegates
to the conference were members of the Pioneer Broadcasting System,
made up of Smith College, Amherst College, University of Massachusetts
and Springfield College radio stations. Delegates from Bowdoin
College, Brown University, Connecticut College for Women, the
University of Connecticut, Dartmouth College, Harvard University,
University of New Hampshire, ~~Prin~~ Radcliffe College, Wellesley College,
Wesleyan University, Worcester Polytechnical Institute and Yale
University ~~among~~ as well as delegates from several colleges and
universities in New Jersey, New York and Pennsylvania, ~~with~~ are
attending the conference.

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Recording Co.; Carl G. Saxe, WBS and WBSA; Bernard Muenick of the
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